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SAN MANUEL INDIAN BINGO & CASINO NAMED CERTIFIED RESPONSIBLE GAMING ESTABLISHMENT BY CALIFORNIA COUNCIL ON PROBLEM GAMBLING

San Manuel Indian Bingo & Casino Second California Tribal Gaming Facility to Earn Certification for Addressing Problem Gaming

SAN MANUEL INDIAN NATION, July 13, 2007 (Highland, Calif.) –The San Manuel Band of Mission Indians and California Council on Problem Gambling (CCPG) today jointly announced the designation of the San Manuel Indian Bingo & Casino as a “Certified Responsible Gambling Establishment.”

Certification conferred by the CCPG follows months of employee training and policy implementation to meet or exceed CCPG criteria for educating, identifying and reaching out to problem gamblers. As a requirement of certification, all casino team members and management underwent extensive training in order to gain an understanding of problem gambling, identify symptomatic behaviors and offer helpline referrals when appropriate.

As part of certification, the casino has taken an aggressive approach to responsible gambling, posting signage and placing brochures in highly visible locations throughout the property and directing patrons to the 24-hour confidential Problem Gambling Helpline: 800-GAMBLER.

“We commend the San Manuel Band of Mission Indians, only the second tribal casino to receive this certification in the entire State, as leaders in recognizing and proactively addressing the issue of problem gambling,” said Bruce Roberts, CCPG executive director. “We believe that all horse tracks,

card rooms, the California State Lottery and tribal government gaming facilities should implement similar programs.”

Certification attainment is one part of a comprehensive policy set forth by San Manuel tribal government to address problem gambling as a quality of life issue.

“Historically, Native Americans across the country have been plagued with many social ills on our reservations, many of which are caused by addictions,” stated Vince Duro, San Manuel tribal vice chairman. “Unfortunately, we know all too well, the consequences when addictions are left untreated. And we do not wish this upon anyone. This is among the reasons that we pursued this partnership with the CCPG.”

Today’s recognition of the San Manuel Indian Bingo & Casino as a responsible gaming facility is an outgrowth of several years of effort by casino management to increase awareness of problem gambling. Certification assures the public that San Manuel has taken all the steps necessary to mitigate negative consequences that affect a small percentage of the population.

“In order to obtain certification from the CCPG, facilities need to establish and maintain certain criteria such as making problem gambling information available to patrons, barring anyone under 21 years from entering the casino, and establishing a self exclusion policy. Fortunately, San Manuel already had these policies and practices in place.” said Roberts. “Our goal was to enhance existing programs and help create the most complete responsible gambling program possible.”

“Long ago, San Manuel recognized the need to have policies in place to assist problem gamblers and this certification validates our efforts,” said Ron Mastandrea, casino general manager. “Through this partnership we are able to be even more responsive to problem gamblers who need help.”

San Manuel Indian Bingo & Casino is a gaming establishment in Southern California that is located 70 miles from downtown Los Angeles. The Casino draws 2.2 million visitors a year and employs some 3000 people.

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About the San Manuel Band of Mission Indians

The San Manuel Band of Serrano Mission Indians is a federally recognized American Indian tribe located near the city of Highland, Calif. The Serrano Indians are the indigenous people of the San Bernardino highlands, passes, valleys and mountains who share a common language and culture. The San Manuel reservation was established in 1891 and recognized as sovereign nation with the right of self-government. Since time immemorial, the San Manuel tribal community has endured change and hardship. Amidst these challenges the tribe continued to maintain its unique form of governance. Like other governments it seeks to provide a better quality of life for its citizens by building infrastructure, maintaining civil services and promoting social, economic and cultural development. Today San Manuel tribal government oversees many governmental units including the departments of fire, public safety, education and environment.

About the California Council on Problem Gambling

The California Council on Problem Gambling is a nonprofit organization, established in 1986, dedicated to assisting problem gamblers and their families.

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